CREATING YOUR IG ACCOUNT CTA

What is a **Call To Action (CTA)**?

A Call to Action (CTA) is an **instruction** to the audience to **prompt an action** or response

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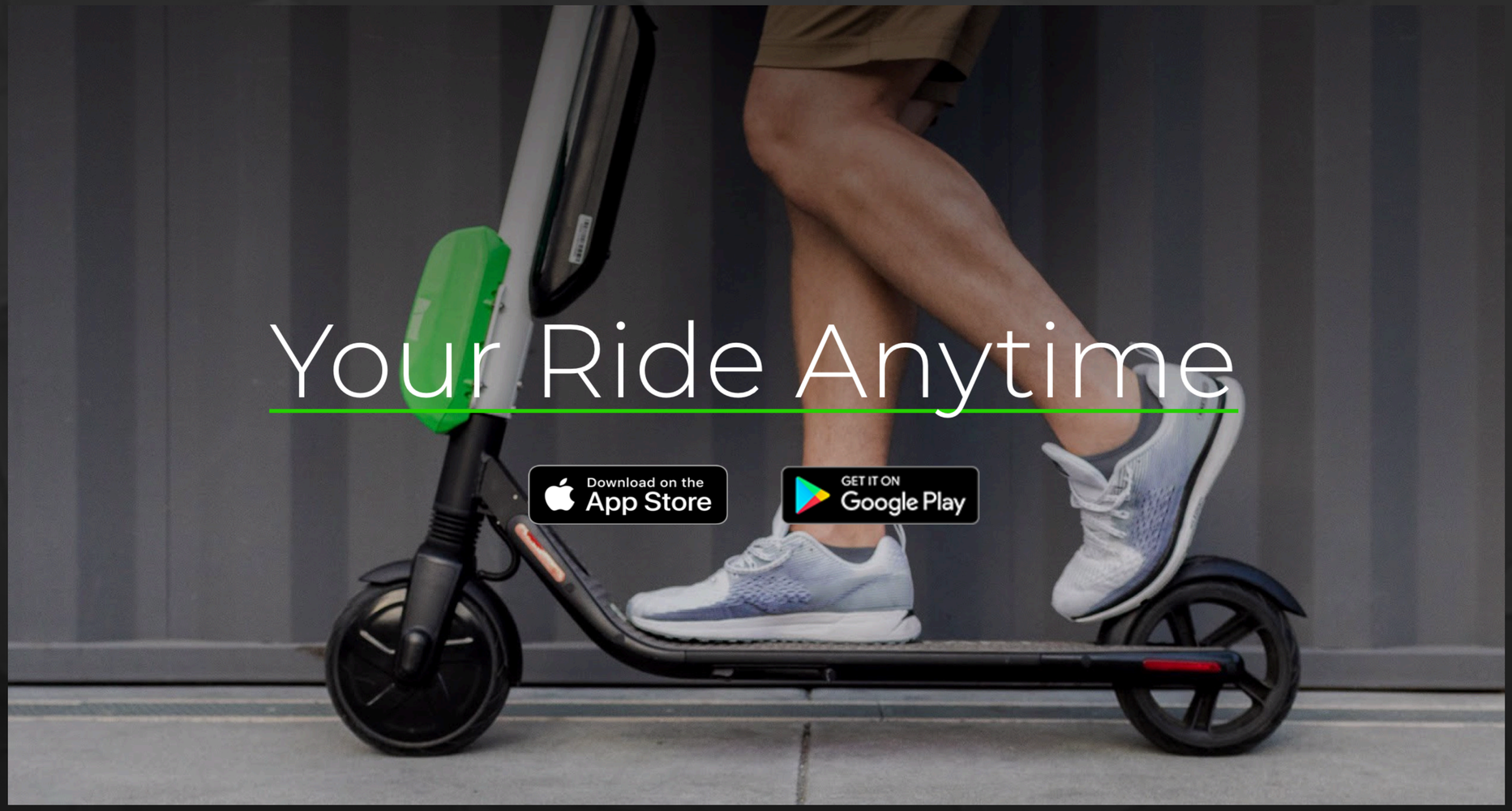
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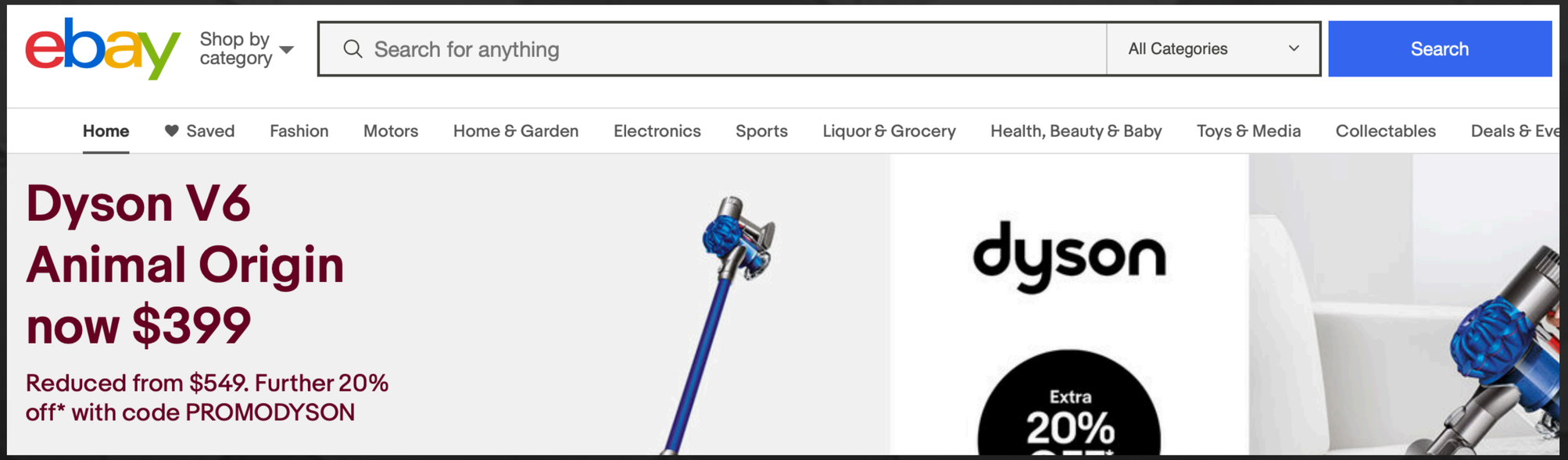
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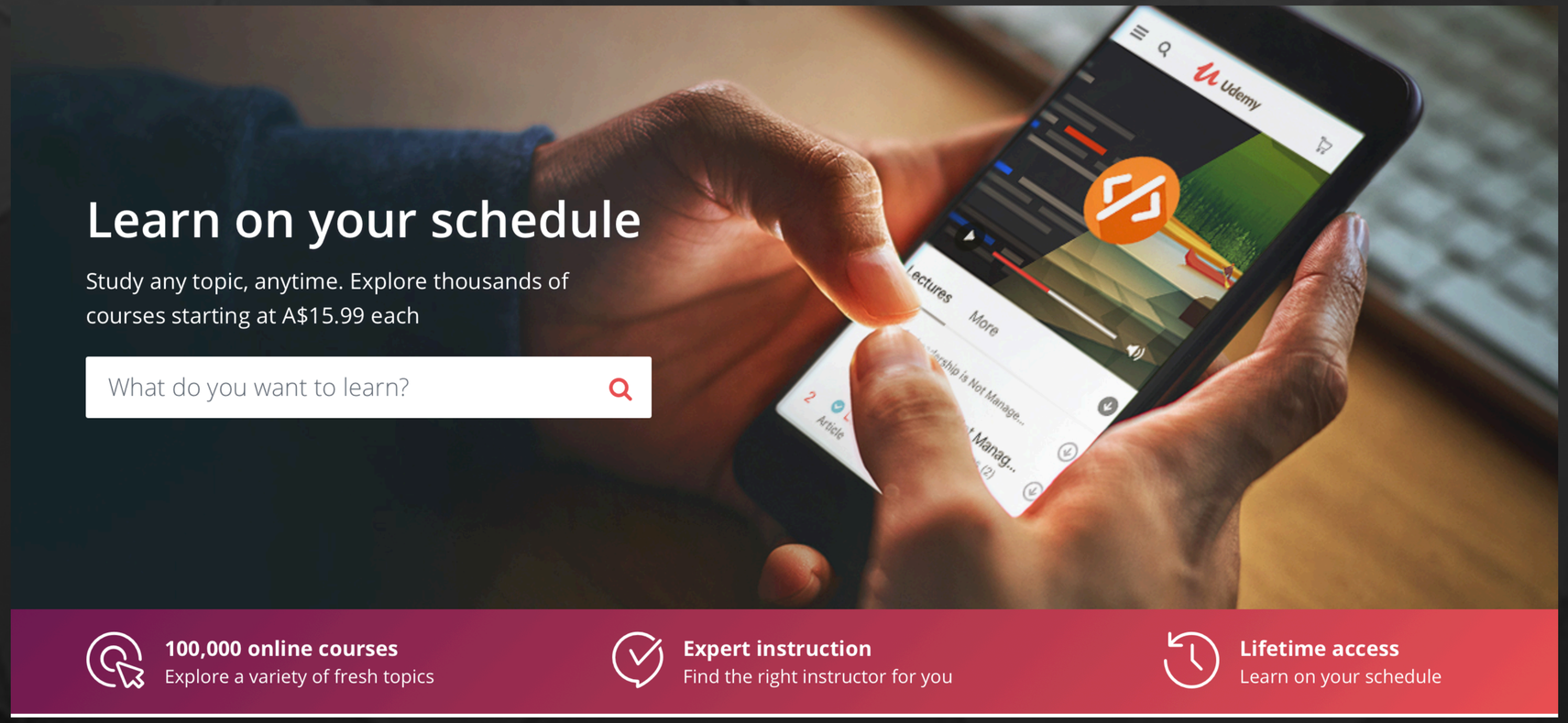
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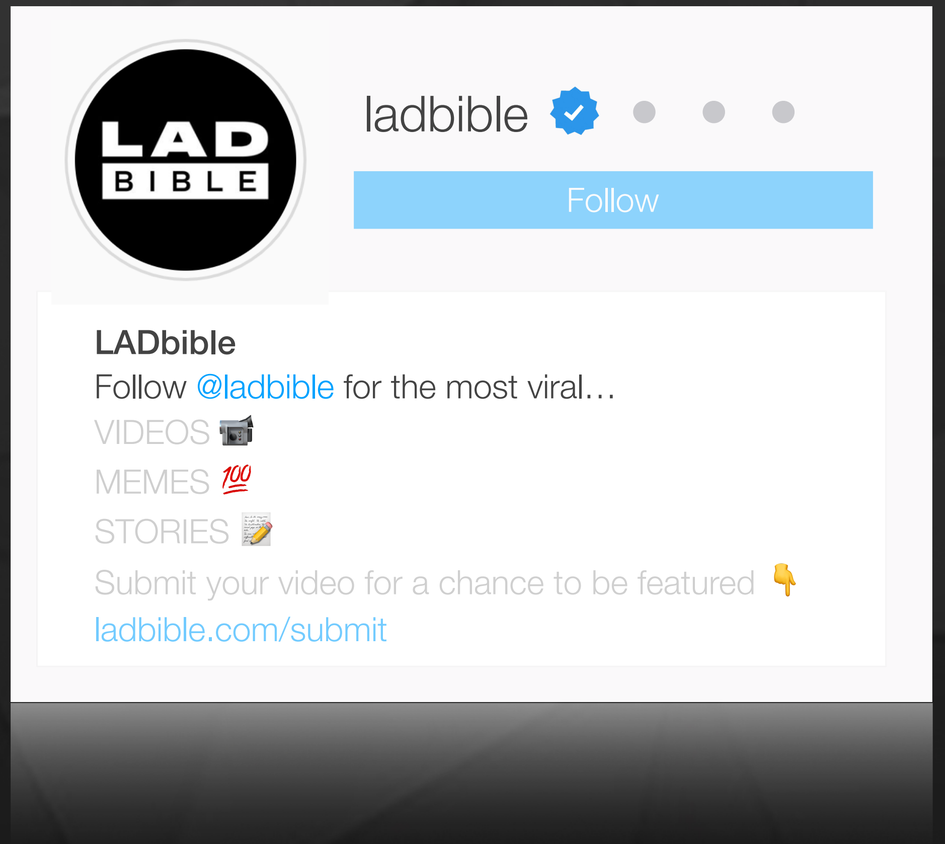
Purpose of your Bio:

To prompt a follow

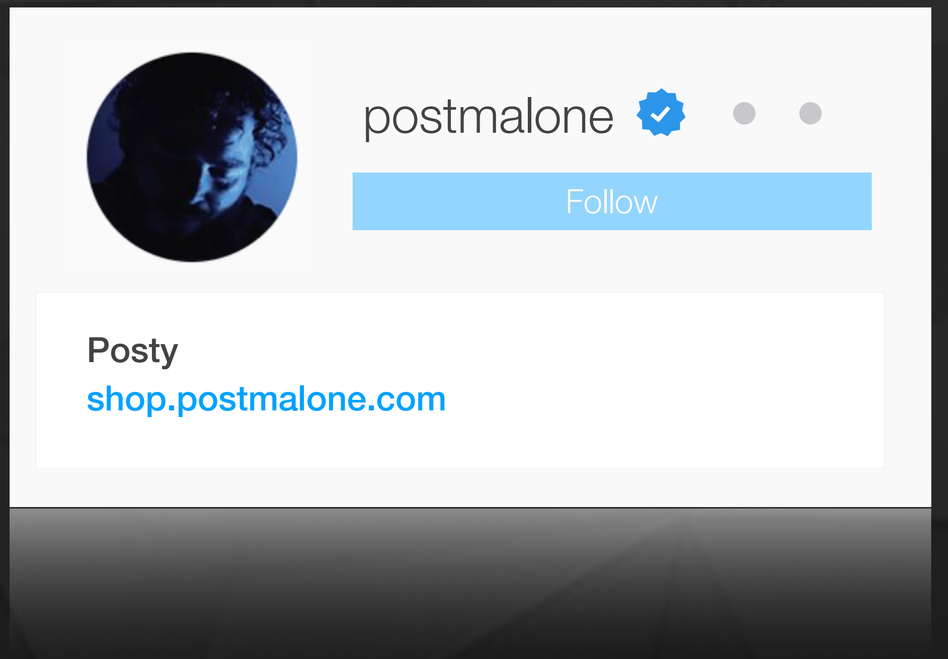
“follow us for photos of the world!”



Purpose of your CTA:

To direct offsite

“Visit our site for 10% off!”



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